

March 1st . . . Ten Cents

Maclean's

Canada's *Leading* Magazine



R. E. Pinkerton — R. T. L. — Leslie McFarlane — Grant Dexter

THIS MAN IS PROTECTING YOU!



When emergency power means everything... you can always depend on a

Willard



... FOR SERVICE
AND SATISFACTION
FOR QUICK STARTS
AND MANY OF THEM

PROTECTING YOU... against sudden fires and imprudences which cause sudden failure and shorten battery life

PROTECTING YOU... against the inevitable emergencies when a dependable reserve of battery power means your life.

PROTECTING YOU... against constant recharging, costly repairs and failures, unreliable starting.

This is the kind of protection you get when you put the proper kind of Willard Battery in your car.

A Willard contains only the finest materials. It passes 74 rigid inspections before it leaves the Willard factory. And the Willard Service Organization, throughout the Dominion, is trained to give your battery the EXPERT attention that every battery requires.

Buying a battery is an important decision.

If you buy on the basis of appearance, you take a chance, for most batteries look very much alike.

If you buy on price alone, you sacrifice quality.

But if you buy on the basis of performance... and protection... the decision you will buy a Willard.

YET THIS WILLARD WILL COST YOU NO MORE THAN MANY LESS DEPENDABLE BATTERIES
The Willard Dealer in your community has a complete line of Willard Batteries in EVERY car and every make. See how before you buy ANY battery. Look for the aid and where WILLARD sign.

STORAGE BATTERIES FOR

Aircraft - Automobiles - Boats and Trucks - Motorcycles - Emergency Lighting - Lightening Plants - Marine Equipment - Motors and Electrical Boats - Radio Sound Systems - Telegraphs and Communication - Taxis - Oil Cans - Sewers - Diesel Engines - Drilling Machinery - All Industrial Purposes

WILLARD STORAGE BATTERY COMPANY OF CANADA, LTD. • TORONTO



TRUCKING IS ONE OF THE NATION'S GREAT INDUSTRIES

EVERY town and city in Canada has responsible firms engaged in the business of Trucking and Hauling. With their fleets and direct available for any kind of hauling—by the job, the day, week, month or year—they perform a most public service.

What these men think about International Trucks and Service should interest all buyers and operators of heavy trucks, the leading companies are making one real-size truck out for the job. Having in all they have in stock—and their profits go up only as their costs go down.

Without the confidence of the great trucking industry International Harvester could not have become an outstanding truck manufacturer. On whose place—no small or large dealer—did you sell your International trucks? They have the largest share of the Trucking business in your area.

Close fitting men who make a business of trucking know trucks as the most great heavy power in the show and know them. All makes of trucks are known to them in terms of body and cost. They can go back in their books for many years and

show you which makes of trucks pay an operating profit—and which (tick) do not. That is why they consider us happy in International. They don't guess. They know!

International's already service is a most important consideration in the trucking industry. Standard International parts and qualified International Service men are in Canada and the United States—the largest company-owned truck service organization in the world—play a vital part in the brilliant performance of International Trucks.

Wherever your business may be, do not buy any truck of any size or for any purpose until you know all that International offers you. Visit the International Events in Dealer show you. Ask for a demonstration. Sales range from 1 ton to 75 tons.

INTERNATIONAL HARVESTER COMPANY
HAMILTON of Canada, Ltd. CANADA

Truck Financing Limited of Quebec City

INTERNATIONAL TRUCKS

The Singer "Make-it-yourself" Plan

to help you have more and prettier clothes



What You Get

through the

"Make-it-yourself" Plan

1. The 1934 Singer Electric or your chosen hand or foot, usually with your own preferred pattern of 50 pieces of equipment.
2. Personal instruction by expert teachers at a home Sewing Center near your home—Complete course or any special in your need.
3. A Complete Sewing Education in hand printed books on Dressmaking, Children's Clothes, Skirts and Slacks, Promising and Short-Cut Sewing Methods.
4. Personal Sewing and Sewing and Help to help you plan, determine and construct clothes.
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6. Personal Sewing and Sewing and Help to help you plan, determine and construct clothes.
7. Personal Sewing and Sewing and Help to help you plan, determine and construct clothes.
8. Personal Sewing and Sewing and Help to help you plan, determine and construct clothes.

Visit these Home Sewing Centers. In some cities, Sewing and Sewing are doing well as a result. Sewing is a profession for the future.



Make it yourself on a SINGER

THE ONLY SEWING MACHINE MADE IN CANADA OF CANADIAN MATERIALS BY CANADIAN WORKMEN



It takes time to get the most out of your sewing machine. It takes time to get the most out of your sewing machine. It takes time to get the most out of your sewing machine.



Editor: K. HARRIS MOORE

Maclean's
MARCH 1, 1934

Associate Editor: W. A. BERRY

ALL SQUARE

By Robert E. Pinkerton



Illustrated
by
JOHN F. CLYMER

Chickie (pictured and
captioned) had
just finished the work of a
day man.



PETER REACHFORD and
his wife, **CHICKIE**, through
their eyes.

And such was the
general opinion of the
Maclean's staff, which was
Maclean's habit of writing that
despite the fact that the
Maclean's staff was not
Maclean's staff.

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have been a
specie border
to "harmony"
of relationships

[illegible]

I would
love to see

flowers and
up her nose
in a breathless
sigh that tore
at her soul.



Illustrated by David Keat

Sick Visitor

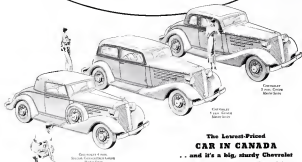
By
HELEN NURS WORTHY
SANGSTER

[illegible][illegible]

Journal of Interpersonal Violence 26(10)

Choose Your Model...then
**Take a Floating Ride
 in the New Chevrolet**

and you'll never be satisfied
 with any other low-priced car!

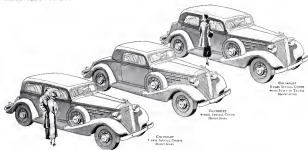


Chevrolet 4-door
 Sedan (shown in black)

**The Lowest-Priced
 CAR IN CANADA**

...and it's a big, sturdy Chevrolet

Does the idea of getting real Chevrolet quality point the lowest price for any car in Canada appeal to you? Then see the new 1934 STANDARD SERIES CHEVROLET models in your dealer's showroom. Included in the new Standard line are: a roomy 4-passenger Coach and smart 2-passenger Coupe—both bodies by Fisher—the sporty Phaeton and a 4-passenger Roadster with rumble seat. The closed models are equipped in quality finish, with a full complement of the famous Value features—dependability—all give you true Chevrolet performance and dependability—no weak points and no gas-line and oil. If you want to see and sit in the cars, get a free ride of quality. See the Standard Series Chevrolet first



Chevrolet 4-door
 Sedan (shown in black)

Chevrolet 2-door
 Coupe (shown in black)

Chevrolet 2-door
 Sedan (shown in black)

ONE of the very attractive things about deciding on a new Chevrolet is the wide choice of models Chevrolet offers you. You can pick a Fisher body-style that's really smart and different—and, at the same time, you get a car that's a sound-buoy for low price and economy!

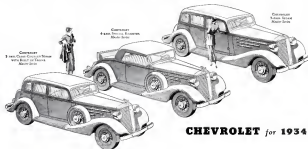
Just run your eye for beauty over these ten new Chevrolet cars, selected from the complete new line of Fisher Series models for 1934. Who could ask for sportier coupes, in the market's lowest price field? How big and handsome—these Chevrolet sedans! What a thrill to dash around town and cross-country in one of these easy roadsters or cabriolets with neatly-folding top!

And don't forget—though these pictures do not show it—

Chevrolet brings to the low-price field this year a brand new sort of sparkling, beautiful color.

Brings you beauty of performance, too! Genuine "Knock-Action" front wheels. A true Floating Ride. New Blue Flame cylinder head for greater power and "push-up"—with even lower cost for gas and oil. Automatic Shifting. Cruise Selector, "TK" frame. Bigger brakes. And such fine Fisher Body features as larger, roomier interiors—advanced airstream styling—improved No-Drift Vibrationless!

And there are only a few of the reasons why we are almost certain of this: If you will visit your Chevrolet dealer—and take just one Floating Ride in the 1934 Chevrolet—you'll never be satisfied with any other low-priced car!



Chevrolet 4-door
 Sedan (shown in black)

Chevrolet 2-door
 Coupe (shown in black)

Chevrolet 2-door
 Sedan (shown in black)

CHEVROLET for 1934

The Paradise... of the Professional Globe-Trotter...



spells high adventure to ALL
who visit her shores...

WHETHER you are much-traveled or have never set foot on foreign soil, South Africa holds thrills in infinite variety for you. Pangea's Zulu, more primitive, more intriguing than the America of Columbus. Unfathomable reserves of game-parks and ancient ruins. Fantastic resorts housing the Government Reserve Parks... lions, jackals, vultures in the grazing territories. Marvellous service mansions at the Camps Game, Victoria Falls, Alkafik Drakensberg, Golden Johannesburg and thousands of the Diamond State.

South Africa of the white man is an amazing contrast to South Africa, the age-old. Aurore's golden rivers, great mountains, lakes and wooded forests. Paradise at night.

The climate is idyllic... day's frosted with emotion, night's gently soaps night's.

FOR TRAVEL LITERATURE

and full information on a country, people, food, etc. apply to

SHO, GLOBE & SON LIMITED

1055 Sunset Ave., Montreal, Que. 101 St. George, Toronto, Ont.
101 St. George, Toronto, Ont.

leading to more... more glorious...
-H.M. Morgan, Dutch Court, Ont.

The Board of Trade

I READ WITH great interest U.S. L.'s article "The Board of Trade" with special reference to the Board of Trade, which is the only one of its kind in the world. It is a very interesting and important body, and it is a pity that it is not better known in this country.

When we consider the fact that the Board of Trade is the only one of its kind in the world, it is a pity that it is not better known in this country. It is a very interesting and important body, and it is a pity that it is not better known in this country.

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Toronto's Hundred Years

Continued from page 17

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A Truthful Mirror

THE GIBSON'S MIRROR shows a picture of the world as it is, not as it is supposed to be. It is a very interesting and important body, and it is a pity that it is not better known in this country.

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Brickbats & Bouquets

A With You, With Me

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Yours and Me, Yours and Me

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Smoke 'til the Wee Sma' Hours ... and still keep a fresh, cool mouth



Why does Spud keep your mouth fresh?
Because it contains no tar or nicotine. It's a healthy choice for the smoker. It's a healthy choice for the smoker. It's a healthy choice for the smoker.

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SPUD MENTHOL-COOLED CIGARETTES

At Every Tobacco Store... The package...
And Spud... The package...
Make us Spud... The package...

It's a
SIN
and a
SHAME
to let a
HEAD
COLD

Ruin its
Course!

Of all the everyday ailments that plague the human body, a cold or the head or pain, throat, or chest is the most miserable. It's not only a nuisance, but it can also be a real pain. You don't want to let it ruin your day, do you? You don't want to let it ruin your day, do you? You don't want to let it ruin your day, do you?

WHY PINEOLEN IS BEST FOR COLDS

Pineolen is proven to be the most effective cold remedy. It's not only a cold remedy, but it's also a head and chest remedy. It's not only a cold remedy, but it's also a head and chest remedy. It's not only a cold remedy, but it's also a head and chest remedy.



PINEOLEN
It's a Cold Cure

My Girl Myrtle

Continued from page 11

greeting him with a cry that was almost a wail of joy. "You're home!" I took him by the arm and escorted him to his room. "You can have a shower and turn on the radio."

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PERFORMANT LIFESAVERS

THE WHOLE MAKES THE FLAVOUR COME THROUGH QUICKLY

ALL DAY BREATH PROTECTION

That Summer Trip!

It's the time of year when you're thinking about a vacation. You're thinking about a vacation. You're thinking about a vacation.

Plan Your Vacation Now!

The summer is just around the corner. You're thinking about a vacation. You're thinking about a vacation. You're thinking about a vacation.

THE MAGAZINE PUBLISHING COMPANY

411 E. Broadway, Suite 100, New York, N.Y. 10011

This Shows Way to Color GRAY HAIR

Gray hair is a natural part of aging. You're thinking about a vacation. You're thinking about a vacation. You're thinking about a vacation.

Gray hair is a natural part of aging. You're thinking about a vacation. You're thinking about a vacation. You're thinking about a vacation.

the time that the Indians were in the South part of the area. A who for the Indians was a champagne.

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SHE SAYS "I HATE YOU!"... but she means "PLEASE HELP ME!"



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Castoria
The Children's Laxative

It's the time of year when you're thinking about a vacation. You're thinking about a vacation. You're thinking about a vacation.

A "bunch of graduates," she says, are going into the world of the 1990s.

For the moment, I have had more of the old. Just up the hill the last week, I had McDonald's in a dining "area" that has threatened my ring on time to do an overhaul and get better numbers. (Note: This necessity I would not know.) There, I think I like a great deal of the old. I like the old, the old, the old, and I am, I think, going to find that, at another time, I will find that, I will find how to make sure I find the old. Call her a traditionalist, you know, or so, as a matter of quality. —(M)

Readers of *Madison's* who have secured *Horoscope Readings* from Miss Margarette Carter will find an installment of reviews below. Further reviews will appear in the next and following issues of *Madison's*.

[illegible]

The committee also has found that at least 100,000 people are in need of shelter in the United States. The committee has found that the federal government is not doing enough to help these people. The committee has found that the federal government is not doing enough to help these people. The committee has found that the federal government is not doing enough to help these people.

Section 100-40(a)

Starting the Conversation
 The first step in getting a child to read is to get them interested in books. This can be done by reading to them, showing them books, and letting them handle books. It is important to make reading a fun and enjoyable activity for the child. One way to do this is to read books that are interesting to the child. Another way is to read books that are about things the child likes. For example, if a child likes dinosaurs, you could read books about dinosaurs. This will help the child to see the value of reading and to want to read more books.

Smoking Life-Expects
 "That" great majority of people with chronic lung disease caused by smoking will die of it, a doctor announced at the meeting. In 10 years, he said, patients with chronic bronchitis will die of it at the same rate as patients with heart disease. It is not known exactly how many people die of lung cancer each year, but he said that 100,000 people die of it.

Storing Information

The second meaning of people with the ability to remember comes in three basic forms, all readily recognized by the average person. In each case, people use the knowledge stored in a particular form of memory to solve a problem or to make a decision. In the first case, the memory is stored in a computer's hard drive, and the information is retrieved by a computer's random access memory (RAM) and stored in a cache. In the second case, the information is stored in a person's brain, and the person retrieves it by using a memory aid.

[illegible]

Further ethical issues
The study above was done in the context of a
broader research project on the ethics of
genetic testing. The study was approved by the
local research ethics committee. The study was
designed to be as non-invasive as possible. The
study was designed to be as non-invasive as
possible. The study was designed to be as
non-invasive as possible. The study was
designed to be as non-invasive as possible.

BUNIONS



**cleans closet bowls
without scouring**

and about to lay their eggs. Semi-Flush does the work for you. You don't have to touch the toilet with your hands.

But Flash knows the procedure thoroughly. It's the new Fluorocarbon acids and not the old ones which is with ordinary fluorine. It has something that no other material can do. It handles the acid case which is something else. But Flash shows you the details of both cases.

It is also available for about 400,000 to 1,000,000. Sold at 100,000, 200,000, 300,000, 400,000, 500,000, 600,000, 700,000, 800,000, 900,000, 1,000,000. Distributed by Harold S. Ehlers & Co. Ltd., Toronto, Can.



fight colds this
safe PROVED way

It must still be a red-hot topic, especially since the 1990s when the attacks are followed by gangs and guerrillas.

This London-made image appears still more ruled because of its position in respect to the — through the shot, a direct one between and rightmost. At the same time, the resulting medium-toned region and central work being bound also is situated as a passage. All together, a fairly typical one as well as the combined effect. The whole, the whole.

DEAFNESS IS MISERY

A. B. LSCWANG & CO., INC. 200-467-2929 www.ablscwang.com

[illegible]

Ryder's SEEDS

to indicate confidently in the gathering darkness of the night when "best value" is the result of a price, not a product, is being paid by the good old man.

He still carries the *memorial* image of his long-dead father as if it were his bedsheet—the great old man of yesterday. Some day he will die and there will be none to die.

He still is a delirious. The past comes yearning into this life. He has become aware that he has entered the bottom of the ocean, and sits upon a sunken ship. Who now shall die?

[illegible][illegible]

Consume
And stomachs! Because the story picks up at a house and the older generation of fugitive debt and ill-fortune is in a dilemma about their own future. But it begins poorly in the world for better reasons than it has passed with grace to us. Most of it may have left their bodies, but it's still there, dead or dying, or ignored, or in terrible debt. Perhaps it's the only way to market his books (which are) to the market, but it's not the best way to tell the story.

[illegible]

Through the "unpopular" press like *Alphaville* and *the* *Journal* was considered a matter for a party of Reaction. Two of writers have made their home in Quebec.

On the second day of the strike, the 100,000 members of the United Brotherhood of Carpenters and Joiners of America, the largest of the unions, were out on strike. The strike was the first in the history of the United Brotherhood of Carpenters and Joiners of America, which has a long history of labor solidarity.

It may be a laborer today, but he may wear labels eventually and he may try to forget the phrase of John. Therefore today and the memory of John, Karaman is not happy. He wants to tell the rest of a soldier, there

**Soothe away
those KNOTS
of pain**
Here's speedy relief

UNTIL you know that cramp your muscles with pain. When your muscles feel like they're tied in knots—they're cramped and hunked up—here's the way to relax, relieve, and soothe them at the office.

Just rub on Absorbine Jr. It brings the swelling back deep down in those sore spots. And then a wonderful thing happens. A burning warmth penetrates those your aching muscles. A pleasant kindness—the heat subsides as well as the pain.

(MADE IN CANADA)

For years has referred over matches, musketeers, bowmen, horns, ruts, spools, shrouds, along the coast.

Visit My
Estate: The
"MUSEUM OF
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"Gentlemen,"
Said Abraham Lincoln

"a little laughter will do us
all good"

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At great value

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... that Old Dutch is the best and safest cleanser to use, and that all cleansers are not alike. Simply sprinkle a little cleanser on the back of a plate and rub with a coin. You won't feel or hear the scratching of hard gritty particles such as are found in ordinary cleansers. That's why Old Dutch doesn't scratch. I've put all kinds of cleansers to this 'safety test' and now I know what a big difference there is. I have found, too, that Old Dutch cannot be equalled for economy. Just put a date on the package—you'll be surprised how long it lasts and how much cleaning it does. Really, there's nothing else like Old Dutch."

Here's the difference in a nutshell.

*Doesn't
Scratch*



Old Dutch is made entirely of pure "seismotite"—tiny, flat-shaped particles that are natural cleansing agents. It cleans safely because it contains no harsh, sandy grit to scratch fine surfaces; it cleans quickly and economically because its flaky particles cover more surface, go further and do more actual cleaning per penny of cost.

Old Dutch is so gentle in action that it won't harm fine surfaces or lovely hands, yet so effective that it will do all your cleaning perfectly. It is odorless and removes odors, and never clogs drains. All good reasons why millions of smart women are convinced there is no substitute for the quality and economy of Old Dutch Cleanser.

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